

PRICE LIST

PENNHOLM FARMS, Truman A. Penn, Owner, CARPENTER, O.
FOR HOME GARDENERS

All prices are PREPAID to your mail box and GUARANTEED
SEE FULL GUARANTEE ON ORDER FORM

	25 Plants	100 Plants	250 Plants	500 Plants	1000 Plants
Early Varieties					
Black Strawberry	3.50	11.00			
Blakemore	1.00	2.50	5.00	9.00	14.00
Dorset	2.00	4.00	7.50	11.90	17.00
Extra-Early	3.00	10.00	20.00		
Extra-Sweet	2.00	6.00	10.00	16.00	24.00
Fairfax	1.75	3.75	7.00	13.00	20.00
Missionary	1.75	3.00	5.50	9.90	17.65
Premier	1.40	3.00	5.00	9.75	16.00
Temple	2.00	6.00	10.00	14.20	19.50
Mid-Season Varieties					
Armored	1.50	3.00	6.00	10.00	16.00
BIG Mr. Big	5.00	12.00	25.00	not over 250	sold
Big Joe	1.25	2.90	5.50	10.00	16.00
Catskill	1.95	3.95	7.95	12.85	19.00
Dunlap	1.50	3.00	5.00	10.00	17.00
Empire	1.75	3.75	7.00	11.00	19.00
Fairland	1.80	3.60	7.00	13.00	19.00
John R.	2.50	6.00	11.00	19.00	27.00
Marshall	\$2.75	\$6.50	\$12.00	\$20.00	\$35.00
Massey	2.50	4.27	8.00	12.00	20.00
Narcisus	2.25	4.50	7.50	11.50	19.00
Penn No. 7	3.00	7.00	12.00	18.00	28.00
Pocahontas	2.00	6.00	10.00	16.00	24.00
Red Star	1.80	3.95	7.75	12.00	19.00
Robinson	1.75	3.75	7.25	12.20	17.50
Sparkle	1.75	3.25	6.25	11.40	17.20
Tennessee Beauty	1.25	3.00	5.75	10.00	16.00
Vermillion	2.00	4.00	8.50	12.60	19.00
Zero	2.25	6.50	14.00		
Late Varieties					
Ambrosia	\$1.75	\$3.75	\$7.50	\$12.00	\$18.00
Gandy	2.00	4.50	7.50	12.00	20.00
Red Crop	1.85	3.95	7.85	12.25	19.50
Wild Strawberry	2.00	4.00			
WHITE STRAWBERRY	25c per plant. Not less than 5 sold.				
Ex-Late	2.00	7.00	12.00	20.00	35.00
Everbearing Varieties					
Gem	2.50	6.50	12.50	17.25	30.00
Mastodon	2.50	6.50	12.50	17.25	30.00
Pennholm	6.25	25.00	100 limit per Customer		
Progressive	1.50	5.00	11.00	20.00	38.00
Red Rich	5.00	15.00			
Superfection	3.00	7.00	14.00	19.50	36.00
20th Cent.	3.50	8.00	17.50	30.00	48.00

1000 or over are NOT PREPAID. They come F.O.B. Carpenter, Ohio, and are guaranteed to arrive in good shape only.

WHOLESALE QUANTITY PRICE LIST

COMMERCIAL GROWERS. You men who plant 3000 to 1,000,000 plants each year. If you will drop me a card and tell me the kinds you want and how many of each I will make you a special price accordingly. Usually on MAIN kinds we have Millions of Plants. This is much more satisfactory than printing prices ahead as conditions change and, after all, what you want is lowest price as of right then.

Phone Albany, Ohio, 2281.

All prices quoted are subject to immediate acceptance.

MEMBERS

The Ohio Nurserymen Ass'n., American Association of Nurserymen, American Society for Horticulture Science, American Institute of Biological Science, N.Y. State Testing Ass'n., etc.

Pennholm Farms

Truman A. Penn, Owner

We Ship Millions of Plants Annually

We ship to all 48 States, Canada and Alaska.

Originators of new Strawberry VARIETIES

GROWERS & SHIPPERS OF STRAWBERRY PLANTS

Strawberry Specialists

State Inspected

CARPENTER, OHIO

Thanks for writing us.

I am a SPECIALIST in the growing of strawberry plants. Many grow hundreds of items. I grow 2 items only. If its strawberries or brambles, I think I can say I know them and know them pretty well.

I appreciate every order, be it for \$1.00 (many of my regular Customers bought just a few to start, liked them, told friends, and kept ordering of me themselves). I think my prices are fair—everything considered. All prices under 1000 are PREPAID to your mail box, and GUARANTEED TO START TO GROW.

I do not use fancy literature—I figure this way: You want facts. To spend a lot of money for 7 color catalogue would in no way help either of us. So I stick to plain facts, no hot air blowing. I think that's what you would prefer.

I wish to call your attention to several kinds. FIRST, MR. BIG. Now here is a new, fine berry. Good to eat raw, can or freeze. It's admittedly a novelty berry. Plants are as yet very scarce, price is high. IT IS I THINK the largest berry that grows. I have picked them 3 inches across and over 7 inches around. Not all of them, but some. If you give them good care I think you can do as well. Just to show to friends they are worth the price. I suggest buy a few, raise more plants, get yourself a nice bed of them that way.

Then there is our new PENNHOLM. As a good all around everbearing sort I do not think it can be beat. Frankly I think it will stand up beside any everbearer. No matter how highly advertised or how big the claims, if you never had luck with everbearers, try a few PENNHOLM.

Then for home garden or large commercial planting I like JOHN R. It bears heavy—up to 10,600 qts. per acre on tests here, not too particular as to kind of

See Other Side

ground. Starts bearing early mid-season and is still bearing after latest kinds are through. Makes it a long season berry for us close to 4 weeks. It's good to eat raw, can, and freezes well. Cold pack men all like it.

Then we have of course Premier, Dunlap, Robinson, Fairfax, Catskill, Fairpeak, Klondyke, Aroma as well as all the new kinds and lots you no doubt never heard of.

HOMEGARDEN SPECIAL. In digging and packing we always have some left over. If you wish them and ask for them on order. With any order of \$12.00 or more we will give you 50 FREE, with \$24.00 order you can have 100 free. These are all good standard kinds, but are not labeled. Or if you wish to buy them price is \$2.00 per 100 PREPAID.

We will do our best to please you. Look over our guarantee. I think you will agree it's the fairest of any given by any strawberry plant grower. Mistakes, sure we make them. But if we do, we are always ready to adjust them.

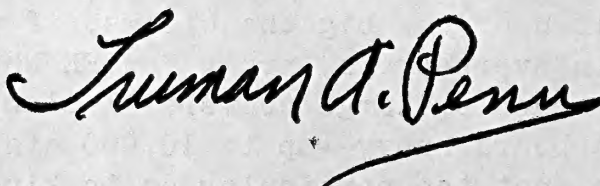
Prices of plants are arrived at in 2 ways. **FIRST** we have the new kinds, very scarce. Prices are high. That helps us recover a little on expense of originating new kinds. All plant lovers will, I think, agree that's fair. Then regular kinds the price varies due to some plants make lots of new plants, others do not make as many. Yet cost to raise an acre is the same. That is why there is a difference in price on various kinds.

We are continually improving our shipping methods to get more and more plants to you safe. We ship to every state, Canada, Alaska and even across the ocean. We are making checks all the time on our records to give better service. We are not perfect. But at the same time are steadily improving. When we started our guarantee old timers in the business said we would go broke. Well, we still make it and back it 100%, and are NOT going broke.

I like this business. I am continually getting new friends in all parts of the Country. And if you see fit to give me an order I will do my best to please you.

Thanks,

PENNHOLM FARMS

A handwritten signature in cursive script that reads "Luman D. Penn". The signature is written in dark ink and is positioned below the printed name "PENNHOLM FARMS".

See Other Side

Order Sheet

PENNHOLM FARMS, CARPENTER, OHIO

TRUMAN A. PENN, Owner

Just consider folks—I appreciate every order be it for only 25 plants of my lowest priced or for 25,000 of my most expensive. I promise every order will receive my personal attention and guarantee your satisfaction.

Every order subject to acceptance at office.

DATE

Your Name

Street

City State

Please ship me the following plants

It is understood plants are guaranteed to live as per your regular guarantee. NO CASH REFUNDS WILL BE MADE, but replacement plants will be sent free if needed.

HOW MANY	KIND	PRICE
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To be sure of getting kinds you want order now.

We will ship when you say or at proper planting time. We usually sell out of half the kinds before season is well started.

Ohio Customers send 3% for Sales Tax, please.

TOTAL - \$

When shall we ship this order

We will ship as near above date as possible but reserve right — depending on weather and conditions beyond our control to ship later than promised.

Send Check, Cash or Money Order. No live plants sent C.O.D.

Read Guarantee Before Sending This Order In

GUARANTEE. We guarantee our plants to be true to name and will replace free any that prove otherwise. We guarantee plants to arrive in good growing shape and any that arrive otherwise we will replace at once, free of charge, if we are notified at once and Postmaster or Express agent signs bad order notation. Further, we will replace any plants bought at less than 500 rate price at ONE HALF PRICE if they die within 90 days from date purchased. We must be notified within 100 days from date of shipment. Once plants are shipped we will not REFUND cash but guarantee as above. We are not responsible for strikes, fires, embargoes or acts of God or weather, nor delays caused by above.

We reserve the right on replacement orders, if too late in season or if we are sold out, to make replacement following season (Fall or Spring at customers' option).

It is mutually agreed that we in no case shall be responsible for more than the price paid us for plants.

Plants sold at **WHOLESALE PRICES** are guaranteed to arrive in good shape but are not guaranteed to live.

HOW TO JUDGE NURSERY STOCK

In buying plants, trees and any nursery stock, **FIRST** try and be sure company is honest. Then, note carefully the guarantee they give. That is important. Then, check as to size of tree or shrub, as a tree 3 years old 4 to 5 feet, is naturally worth more than same tree 1 year old 12 inches tall. Many trees and plants I think do better small sizes. But we list size or age or both. Do not buy on price alone. I like to save money and so do you. But often times when we save a buck on something cheap we lose far more in quality. Good plants cost money to raise, are worth a good price. I feel this way. When you send me your cash for plants you have a right to good plants. If they come bad, write me. Explain just what is wrong. We are sometimes awfully rushed and may be slow answering but as soon as possible we will adjust. That's our policy.

Here are parts taken from some of the many letters I receive from my Customers. I have these original letters here on file. It is my hope my plants will please you just as well as they have these folks. That's type plant I aim to ship you.

I sure appreciate the service you gave me in helping me make good on berries although I only had room for 25. Calif.

"My plants arrived in fine shape and they all grew fine." — Wash.

"Your plants are finest I ever got. Enclosed is another order." — N.C.

"Was over to my Neighbor's when his plants came. They were best plants I ever saw. I want some." (He also ordered) — Ohio

"Plants came in fine shape and are all growing fine." — Mass.

"Your plants were best I ever bought." — Ill.

You should call yourself the Friendly berry man as you go to so much trouble to reply to every question. Conn.

Received your plants last year, all doing fine.—W. Va.

Received your plants. They were very excellent. Never saw such beautiful root systems.—Wisc.

Your plants are fine.—Kans.

Your plants are fine. I never lost 1 plant.—Conn.

Got some plants from you last year, they were fine. I want some more this year.—Sask., Canada.

Plants I got last year did fine. I need more.—Alaska.

Your plants were excellent.—Ind.

Thanks again for the beautiful and wonderful strawberry plants you send out.—Minn.

"I was over to my Aunt's and saw the fine plants you sent her. I want some also," (He ordered) — Ohio

HOW ARE NEW VARIETIES OF STRAWBERRIES DEVELOPED? I have many folks ask me this question. To us who HOBBY with strawberries we get a lot of fun, enjoyment and general pleasure out of it. It's a long, slow, hard and expensive process. You have to isolate 2 plants (1 of 2 kinds) (after first deciding what you want to cross and why). You then take pollen from ONE plant's flowers and transfer it to blossoms of other plant. Then you pick ripe fruit and save the seeds. These in turn you must stratify and later plant in PROPAGATION BEDS. In time you have many seedlings. These you set out and watch. Maybe 1 in 10,000 or even 100,000 will make a worthwhile berry. If one looks promising you save runners and check it and re-check it under all conditions.

EXPLANATION OF GUARANTEE

When plant arrives, if little dry, little wilted, so long as heart where leaves come from is green is O.K. We pull off many leaves before we ship. But, if by any chance your plants arrive bad (and in shipping live green plants some times a lot goes bad) Notify us at once per guarantee and we will replace FREE.

UNDERSTAND. IMPORTANT. Return card that comes with plants (its already stamped) day you get them,

Where Customer has excessive losses. If possible we will have our field man drop in and see whats wrong and help get a stand. We do not guarantee this. But will try to do so.

IN PLANTING. Do not cover crown (place where new leaves come from) as to cover that will kill plant.

NO CASH REFUNDS ON THIS GUARANTEE

Name _____

Address _____

City _____

PENNHOLM FARMS

Truman A. Penn, Owner

CARPENTER, OHIO

